

ORDER



Orders
Order / Rev: 698497
Alt Order #: 06224573
Product Desc: CROSSROADS GPS
Estimate: 974
Flight Dates: 09/11/12 - 09/15/15
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact: John Flynn
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Crossroads GPS
Demographic: A25-54
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	81	\$74,100.00	\$62,985.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	81	\$74,100.00	\$62,985.00	0.00
Totals	81	\$74,100.00	\$62,985.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/11/12	09/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	4	\$700.00	P-5	0.00	NM	4	\$2,800.00
		1 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	- TWTF - -		4			\$700.00			0.00			
2	WKYC	09/11/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	8	\$600.00	P-5	0.00	NM	8	\$4,800.00
		2 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	- TWTF - -		8			\$600.00			0.00			
3	WKYC	09/11/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	8	\$525.00	P-5	0.00	NM	8	\$4,200.00
		2 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	- TWTF - -		8			\$525.00			0.00			
4	WKYC	09/11/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	4	\$1,400.00	P-5	0.00	NM	4	\$5,600.00
		1 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	- TWTF - -		4			\$1,400.00			0.00			
5	WKYC	09/11/12	09/14/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$850.00	P-5	0.00	NM	3	\$2,550.00
		1 X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	- TWTF - -		4			\$850.00			0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	09/11/12	09/14/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$850.00	P-5	0.00	NM	3	\$2,550.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - -	4		\$850.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WKYC	09/10/12-09/16/12		M-F 730-8p		730-8p	- TWThF - - - -	:30		(\$850.00)		0.00	NM		
See MG 21.2,21.3,21.4 [na d/t Cleveland Indians game]															
6	WKYC	09/11/12	09/14/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	8	\$575.00	P-5	0.00	NM	8	\$4,600.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF - -	8		\$575.00		0.00						
7	WKYC	09/11/12	09/15/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF S -	:30	5	\$1,800.00	P-3	0.00	NM	5	\$9,000.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF S -	5		\$1,800.00		0.00						
8	WKYC	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	- - - - - S -	:30	2	\$550.00	P-5	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- - - - - S -	2		\$550.00		0.00						
9	WKYC	09/15/12	09/16/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	- - - - - SS	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- - - - - SS	2		\$600.00		0.00						
10	WKYC	09/16/12	09/16/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	:30	2	\$650.00	P-5	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- - - - - S	2		\$650.00		0.00						
11	WKYC	09/17/12	09/17/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M - - - - -	:30	2	\$700.00	P-5	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M - - - - -	2		\$700.00		0.00						
12	WKYC	09/17/12	09/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	M - - - - -	:30	2	\$525.00	P-5	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M - - - - -	2		\$525.00		0.00						
13	WKYC	09/17/12	09/17/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M - - - - -	:30	1	\$1,400.00	P-5	0.00	NM	1	\$1,400.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M - - - - -	1		\$1,400.00		0.00						
14	WKYC	09/17/12	09/17/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M - - - - -	:30	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M - - - - -	1		\$2,400.00		0.00						
15	WKYC	09/17/12	09/17/12	Tonight Show Tonight Show	CM	1135p-1237a	M - - - - -	:30	2	\$575.00	P-5	0.00	NM	2	\$1,150.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M - - - - -	2		\$575.00		0.00						
16	WKYC	09/11/12	09/11/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- T - - - - -	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- T - - - - -	2		\$350.00		0.00						
17	WKYC	09/12/12	09/13/12		CM	9a-10a	- - WT - - -	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10a Today II Today Show II											
				1 X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-- WT---	2		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	09/10/12-09/16/12		M-F 9-10a Today II	9a-10a		-- WTh----	:30	(\$350.00)	0.00	NM				
See MG 17.3 [nbc new cut-in - jh]															
3	NKYC	09/15/12-09/15/12		Sat 9-1030a	9a-1030a		----- Sa--	:30	\$350.00	0.00	NM				
Ⓜ MG for 17.1 09/12															
18	WKYC	09/14/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---- F--	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	---- F--	2		\$350.00		0.00						
19	WKYC	09/11/12	09/14/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF--	:30	4	\$2,400.00	P-5	0.00	NM	4	\$9,600.00
				1 X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF--	4		\$2,400.00		0.00						
20	WKYC	09/11/12	09/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF--	:30	4	\$950.00	P-5	0.00	NM	3	\$2,850.00
				1 X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	- TWTF--	4		\$950.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
4	NKYC	09/10/12-09/16/12		M-F 7-730p	7-730p		- TWThF---	:30	(\$950.00)	0.00	NM				
See MG 21.2,21.3,21.4 [na d/t Cleveland Indians game]															
21	WKYC	09/13/12	09/13/12	Thu Prime C Thu Prime C	CM	10-11p	--- T---	:30	1	\$2,200.00	P-3	0.00	NM	3	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--- T---	1		\$2,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	09/10/12-09/16/12		Thu Prime C	10-11p		--- Th----	:30	(\$2,200.00)	0.00	NM				
See MG 21.2,21.3,21.4															
2	NKYC	09/15/12-09/15/12		Nightly News	M-Su 6:28p-7p		----- Sa--	:30	\$2,400.00	0.00	NM				
Ⓜ MG for 5.3,20.4,21.1															
3	NKYC	09/15/12-09/15/12		Sat 7-8p	7-8p		----- Sa--	:30	\$800.00	0.00	NM				
Ⓜ MG for 5.3,20.4,21.1															
4	NKYC	09/15/12-09/15/12		Sat 7-8p	7-8p		----- Sa--	:30	\$800.00	0.00	NM				
Ⓜ MG for 5.3,20.4,21.1															
22	WKYC	09/15/12	09/16/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	----- SS	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
				1 X PER DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----- SS	2		\$600.00		0.00						
23	WKYC	09/16/12	09/16/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	----- S	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----- S	1		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	09/10/12-09/16/12		Su 12-1230p	12-1230p /Su		----- Su	:30	(\$300.00)	0.00	NM				
See MG 23.2 [Prgm Change]															
2	NKYC	09/14/12-09/14/12		M-F 5-6a	5a-6a		----- F----	:30	\$300.00	0.00	NM				
Ⓜ MG for 23.1 09/16															
24	WKYC	09/16/12	09/16/12	Football Night in America Football Night In America	CM	Various	----- S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	WKYC	09/16/12	09/16/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	-----S		1		\$4,000.00		0.00					
25	WKYC	09/17/12	09/17/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	M-----		2		\$600.00		0.00					
26	WKYC	09/17/12	09/17/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	M-----		2		\$350.00		0.00					
27	WKYC	09/17/12	09/17/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	M-----		1		\$950.00		0.00					
28	WKYC	09/17/12	09/17/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$850.00	P-5	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	M-----		1		\$850.00		0.00					
29	WKYC	09/17/12	09/17/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	M-----		1		\$1,800.00		0.00					
Totals														81	\$74,100.00